

CLAYTON CENTURY FOUNDATION



Clayton Century Foundation Working Session Meeting Minutes

Tuesday, August 19, 2008

Attendees: Ken Goldman, Judy Goodman, Scot Boulton, Jill Fisher, Sally Cohn, Michelle Harris, Gary Krosch
Staff: Patty DeForrest, Director of Parks and Recreation; Sarah Umlauf - Community Resource Coordinator

I. Call to Order

The meeting was called to order shortly after 12:00 noon.

II. Discussion Items

The group discussed the importance of establishing Clayton as a regional leader and that the projects selected for funding should enhance the city as a regional leader. The group stressed the importance of stewardship and that there is a cost associated with maintaining capital investments. The working group agreed that green initiatives are important for the city.

The working group noted the importance of keeping on-message. It is necessary to find a theme to hook everything together. It could be beneficial to find a creative thinker to assist in establishing the message of the CCF.

It will be the charge of the working group to find the message and set out the steps needed to achieve the goals of the CCF before meeting with the CCF Board. A broad case statement, not one driven by individual projects, could be more successful in attracting donors.

There are statistics that support Clayton as a regional leader. The group considers if there will be resistance to projects that the public could feel should be funded completely by the City of Clayton. It is important to organize the "asks".

The working group discusses possible projects that could be funded in part if not wholly by the CCF including the acquisition of Green Space, Water Gardens, Public Sculptures, and a Natural Amphitheatre.

The group feels that it would be essential to have a certain amount of money committed to the CCF before asking for donations. The group should begin a grassroots campaign in order to gain momentum.

The Clayton History Society could establish a charter membership in order to fund a new history of Clayton book. If 150 persons donate \$100 each, the group would have \$15,000 to execute the new book and donors would be recognized on a page inside the book.

The working group feels it is important to clearly show the commitment of City funds for projects. The city must establish their commitment in order to attract donors. The CCF should first focus on achievable projects with visual impact.

Staff will continue to work on a case statement for the CCF and the group will continue to look into possibly hiring consultants such as the Rome Group or Deanna Kuhlman.

III. Adjournment

The next meeting will take place on Monday, September 22nd 12:00 Noon at the Center of Clayton.

Minutes submitted by Sarah Umlauf.